

## **ABSTRACT**

### **SYSTEM AND ASSOCIATED METHOD FOR HIGH OUTPUT**

#### **LABEL APPLICATION**

A system used for applying labels, such as heat-transfer labels, to  
5 articles, includes an article conveyor adapted for intermittent motion. The  
system also includes a plurality of decorating stations located proximate to the  
article conveyor. Each of the plurality of decorating stations includes a transfer  
roll. Each one of the plurality of transfer rolls is associated with one of a  
plurality of webs. These webs carry labels, such as heat-transfer labels, to be  
10 applied from the transfer rolls to articles being carried along the article conveyor  
during operation of the apparatus. The intermittent motion of the conveyor  
includes a moving period and a stopping period. The stopping period of the  
intermittent motion substantially coincides with the application of the labels to  
the articles